M-G-M's "Naughty Marietta" Held Over for Second Week at Loew's, Toronto


# CANADIAN MOVING PICTURE DIGEST

Vol. 27, No. 3 TORONTO 2, CANADA May 11th, 1935


# FLASH!

CLEVELAND, OHIO

## "MARK OF THE VAMPIRE"

## SURPRISE SENSATION AT STILLMAN THEATRE. IT'S TALK OF THE TRADE!

*(Take a tip Mr. Exhibitor. Exploit it Big!)*

YOU'LL AGREE WITH M-G-M AD ON NEXT PAGE!


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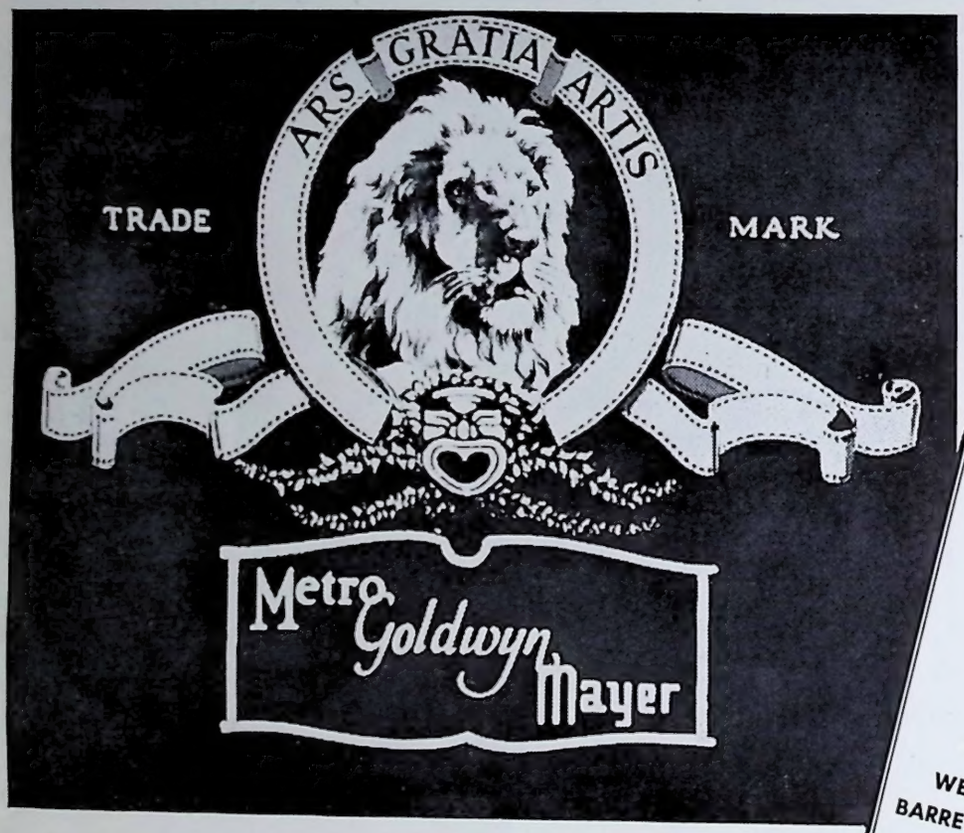
259 SPADINA AVENUE, TORONTO 2

# IT'S SMART TO BE LIONIZED!




**THE PEOPLE'S CHOICE!**

*(they kept theatres Lionized all season!)*

DAVID COPPERFIELD
NAUGHTY MARIETTA
TREASURE ISLAND
RECKLESS
FORSAKING ALL OTHERS
THE PAINTED VEIL
HIDE-OUT
EVELYN PRENTICE
AFTER OFFICE HOURS
SEQUOIA
CHAINED
THE MERRY WIDOW
WEST POINT OF THE AIR
BARRETTS OF WIMPOLE STREET
*—and many others*

And soon:

NO MORE LADIES
*starring*
JOAN CRAWFORD
ROBT. MONTGOMERY

WE'VE been peeking again. Just for fun we looked over the headlines in the trade press since this season started. It's the same sweet story. M-G-M hits predominate again in the news from the nation's box-offices. And we've got a little secret for you. Another Lionized entertainment is on the way. Watch for it! Start talking it up now! "NO MORE LADIES" starring JOAN CRAWFORD and ROBERT MONTGOMERY. It's smart to be Lionized!

**Ontario-Wide Protest Against Theatre Tax. Exhibitors Canvass Patrons—25,000 Names Already Obtained**


# Canadian Moving Picture DIGEST

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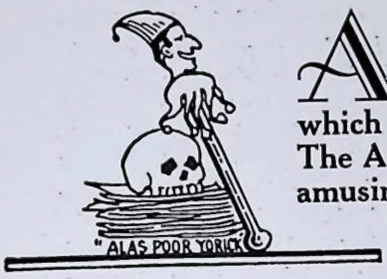
## THE RETURN OF THE NUISANCE




A NUISANCE is a nuisance, regardless of any excuse which is made on its behalf. The Amusement Tax is not amusing to anyone save those who constitute the Government which collects it.

Long, long ago the Nuisance Tax earned its name from a public which was irritated by being forced to pay it.

A former Premier, the Hon. G. Howard Ferguson, hearkening to appeals and deputations, removed the tax on seats of twenty-five cents and under in the Province of Ontario. There is such a duplication and multiplication of taxation that the inspiration to be a Hobo today has an inviting appeal.

The Government which will prove sufficiently sound economically along lines of action which develop Business will be the most popular government in the world. An ounce of brains in the weightiest government can produce Taxation.

A Government should not use its power to COLLECT money, but to MAKE money for the nation of which it is the Government. Meaning the stimulation by ways and means of increasing production and distribution, Trade and Commerce.

A Government which continually takes all the profits of a nation is no different to a greedy executive of a company who votes himself all the profits of the company.

While it is true that there must be funds for Unemployed Relief, the method of taxation as a solution of this great problem is no solution at all.

What is the solution? Governments elected to govern should be sufficiently wise to formulate their own plans. When they cannot show results they should resign. One suggestion is to cut down Government. Ten million people in Canada do not need a thousand members of Parliament who cannot think beyond Taxation. Taxes always take the joy out of life, so why should an Amusement Tax be other than a Joy-killer.

There are still left a few Industries which pay decent wages and which maintain a consistent payroll. These Industries in this Era of Commercial and Productive Stagnation appear to be singled out for special government decorations.

In Canada during the Celebration of the Jubilee Reign of His Majesty, King George V, prisons are being opened even for some life-termers. In Ontario the Motion Picture Industry also received a Jubilee gift from its Government — special Amusement Taxation. But no one blames His Majesty, nor the Jubilee.

The fact that the tax-ticket of the man who can only afford twenty-five cents for Amusement will have marked upon it for "Relief", will only inspire the man who pays the tax to say, "It would be a Relief not to pay".

# RAY PRESENTS

RAY LEWIS

"NAUGHTY MARIETTA", the Victor Herbert Musical, has captured Toronto, and so Jeanette MacDonald and Nelson Eddy will sing the captivating songs of this Metro-Goldwyn-Mayer picture for another week at Loew's, Toronto.

The first week found a packed house, and each day recorded the necessity of extending the week's engagement for this picture into an extra added week.

*Jeanette MacDonald does the best work of her screen career, her solo numbers are sung to the delight of music-lovers; and Nelson Eddy's fine voice matches the lyrical beauty of the lady of his heart with a robust tenor quality.*

*"Oh Sweet Mystery of Life" is a spirited finale of a scene in the ballroom of the Governor's home, which leads to a climax of song as the army of Mercenaries march away carrying a Princess bride with them for their soldier-leader, a willing captive to Love!*

*Frank Morgan, as the Governor, is up to his old tricks of stealing a portion, a goodly portion of the picture's success for himself.*

AND while celebrations for May are in progress, felicitations and congratulations in honour of the Silver Jubilee, the Kingly Reign of His Majesty King George V, 1910 to 1935, may I take this opportunity to announce that The Canadian Moving Picture Digest is to publish a Jubilee Digest Number on May 24th.

This May 24th is a Jubilee, or Holiday for Britishers the world over, in fact for several generations of Britishers; for was it not Queen Victoria's Birthday; and did not this Queen of Great Britain, Empress of India, Queen of the British Empire fulfill a reign which enabled her subjects to celebrate her Diamond Jubilee?

*As children we sang, "The twenty-fourth of May is the Queen's Birthday, if you don't give us a holiday, we'll all run away." We received the Holiday, and now that we are grown-up and have children of our own, now that this Queen's Grandson is King of the Kingdom which she ruled as Queen, the 24th of May is still a holiday in Canada, it is Empire Day.*

*On the 24th of May, we will publish a tribute to His Majesty King Geoge V and Her Majesty Queen Mary from the Motion Picture Industry on the American Continent.*

THE oldest Motion Picture Trade Paper in existence will do homage to the greatest of all Monarchies.

The one British Film Trade Paper on the American continent, The Canadian Moving Picture Digest, will unite the English-speaking representatives of our Industry in a Jubilee of Congratulations and Good Wishes to His Majesty, King George V. — God Bless Him!

*When I was in California, I was guest speaker for the Canadian Women's Club, the Motion Picture Day, at a luncheon meeting at the Women's Athletic Club, Los Angeles, and in opening the meeting the president, Mrs. Wilson Miller, led the guests in the singing of "My Country 'tis of Thee", following with "God Save the King" — Was my face red? It was the first time that I had heard "God Save the King" during my visit to Hollywood, although on several occasions our British stars, players, etc., did not forget to raise their glass to "The King", in which our American cousins joined.*

AT the Imperial Theatre, a preview showing of "The Royal Cavalcade" at $1.00 a seat was introduced to add to the Royal Cancer Fund. "The Royal Cavalcade" is not that world-famous "Cavalcade", nor is it a series of newsreels. It is a story specially compiled in celebration of the Jubilee.

It is a tribute to the glorious reign of Their Majesties. It tells the story of the Coronation ceremony 1910, the visit to India, it shows Captain Scott's history-making journey to the North Pole, it gives you War pictures not yet screened and shows the jubilation at the signing of Armistice.

It follows the scientific progress during the past 25 years, wireless telegraphy, the telephone, wings of air, it is in fact a pageant of Art, Science, Government, Civilization for a quarter of a century.

Hundreds of celebrities march through this thrilling procession of persons and events. Lady Astor, Ellaline Terriss, Alice Lloyd, Basil Gill, Harry Tate, George Robey, Seymour Hicks, Billy Watts, Owen Mares, Margarite Vines, Sam Livesay, Jimmy Godden, Austin Trevor, the March is steady, unending, it crescendos to the Victory Ball and the Grand March of a Royal Silver Jubilee.

*The Uptown, Toronto, this week presents Clive Brook and Madeline Carroll, in "The Loves of a Dictator" and for good royal measure we have as an added feature, Paramount's "Long Live the King", advertised by Tom Daley, manager of the Uptown, as "Epochal Events in the Reign of His Majesty King George V".*

*At the Tivoli, we are again in English, with "Forbidden Territory", "the thrilling story of two Englishmen who meet with love and adventure while discovering a Soviet secret". For an added attraction The Tivoli presents "The King's Jubilee".*

(Continued on page 6)

**Performing Rights Society Threaten to "Lock-Up" Playhouse Theatre, Hamilton**